

Message Text

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----- 069679

R 060129Z APR 76
FM SECSTATE WASHDC
TO AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO
AMEMBASSY STOCKHOLM

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E.O11652: N/A

TAGS: BEXP, DA, FI, NO, SW

SUBJECT: REVIEW OF FY-76 CCP QUARTERLY PROGRESS REPORTS

REF: (A) COPENHAGEN'S 0129; (0) HELSINKI'S 0245;

-- (C) OSLO'S 0133; (D) STOCKHOLM 0404.

1. WCAG MET MARCH 9 RE: SUBJECT. CMM REGRETS DELAY THIS MESSAGE.

2. IN GENERAL, POSTS' OVERALL PERFORMANCE ATTAINING GOALS AND UTILIZING PRIORITIES SET FORTH CCP'S EXCELLENT. WCAG PLEASED RESULTS ATTAINED TO DATE AND COOPERATIVE STRONG SUPPORT GIVEN S.T.C. PART OF OVERALL CCP'S.

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3. FOR COPENHAGEN: CONFIRMING EARLIER TRAFTON/RANKIN

TELCON; WCAG CONCURS CHANGE CAMPAIGN 3 TO CONSUMER GOODS. DOES EMBASSY HAVE SUGGESTIONS FOR ACTIONS IN ADDITION TO DEVELOPING TRADE OPS? RE: PARA 3F REFTTEL (A), COMMEND POST FOR APPARENT EXCELLENT RESULTS FROM READER'S SERVICE CARD (RSC). OBVIOUS THAT RECIPIENTS OF NEWSLETTER ARE READING IT CLOSELY. SUGGEST EAG EVALUATE, IF POSSIBLE, THE QUALITY OF LEADS THUS ATTAINED, AND RECOGNIZE POTENTIAL INCREASE WORKLOAD FUTURE USE OF RSC MIGHT ENTAIL WHEN FINAL

DRAFT FY-77 CCP PREPARED IN JUNE.

4. FOR HELSINKI: CONCUR IN DETAIL WITH INFO CONTAINED REF (B). SUGGEST EMBASSY CONSIDER CONTINUE WORK WITH FINNAIR, ETC., ON POSSIBILITY INDIVIDUAL, AS OPPOSED TO GROUP, FOREIGN BUYER PROGRAM (FBP) TRAVEL. WCAG APPRECIATES EMBASSY EFFORTS WITH STOCKMANS RE: IN-STORE PROMOTION NOT FORESEEN CCP, AND NOTES SEBSEQUENT CONTRACT SIGNING. BELIEVE THIS ADDITION TO PROGRAM WILL NOT ENTAIL ANY DRASTIC SHIFT OF EMBASSY RESOURCES.

5. FOR OSLO: ON CONSUMER GOODS CAMPAIGN (PARA 2, REF. C), HAVE JUST RECEIVED YOUR A-35 DESCRIBING RECENT FBG EFFORT WHICH ALSO INCLUDED BUSINESSMEN FROM SWEDEN AND DENMARK. RESULTS ENCOURAGING AND REFLECTIVE OF EFFORTS OF POSTS' PERSONNEL CONCERNED. CMM, NORDIC, WOULD LIKE DISCUSS POINTS MADE A-35 DURING JUNE VISIT. EMBASSY EFFORTS APPRECIATED IN LINING UP PROPOSED OCTOBER 76 IN-STORE PROMOTION AT STEEN AND STROM.

RE PARA 3, REF C; SECOND MAILING BY SHOW PROMOTERS OF ELECTRO-76 MATERIAL MADE IN JAN. CONFERENCE SEMINAR PROGRAM THIS EVENT JUST RECENTLY PRINTED AND HAS BEEN SENT TO POST.

6. FOR STOCKHOLM: WCAG CONCURS CHANGES PARA 2, REF (D). ALSO DELETE ITEMS 18 AND 20, ANNEX 1 AND REDUCE GOALS UNDER OBJECTIVES DUE TO DROPPING S.T.C. ENERGY EVENT. APPROPRIATE RESOURCE UTILIZATION TRANSFERRED TO CAMPAIGN UNCLASSIFIED

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N0. 1, E.D.P. EMBASSY PERSONNEL COMMENDED FOR PLANNING AND IMPLEMENTING EXTENSIVE TRAVEL PROGRAM IN SECOND AND THIRD QUARTERS IN SUPPORT CCP ACTIVITIES.

7. FY-77 CCP'S NOW IN PROCESS WCAG CLEARANCE. WILL FOR-

WARD REVISED DRAFT AS SOON AS POSSIBLE. WCAG TEAM TENTATIVELY PLANNING TO VISIT POSTS DURING FIRST HALF OF

JUNE FOR PURPOSES OF FINALIZING FY-77 CCP'S. WILL CABLE
WHEN TRAVEL PLANS FIRM. KISSINGER

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